2º DAW

IES Ribera de Castilla

Bookstore Website Design

Graphic Interfaces
Planning

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1. Color palette

My primary color is a Royal Blue (#0047AB) ■ This color was chosen for its association with intelligence and calmness, that is directly conected with the intelectual aspect of reading.

For the secondary colors I have selected Gold (#FFD700) ■ and White (#FFFFFF) ☐

Gold could be used for highlights and little details, adding an elegant touch while White is the ideal color for backgrounds and text. This way we ensure that it is readable.

Whith these three colors, I have a palette that reflects the essence of books. Blue symbolizes knowledge and gold reminds us something luxurious.

2. Typography

Fort he headings I will use the Lato font (Lorem ipsum dolor sit amet). Lato is modern, elegant and easy to read.

For body text, I will use Roboto (Lorem ipsum dolor sit amet) As the previous font, Roboto is a sans serif typography that offers excelente readability.

As we can see, my font choices prioritize readability while maintaining an attractive appearance.

3. User Persona

Sarah

- Age: 32
- Gender: Female
- Preferences: Loves fiction and romance novels, enjoy reading reviews and author profiles, often recommends books to friends.
- Behaviors: Regularly buys books online, likes to leave reviews and ratings.

Alex

- Age: 23
- Gender: Male
- Reads a variety of genres, prefers e-books, values easy navigation and quick access to book information.
- Behaviors: Values easy navigation, appreciates gift-wrapping options

4. User Experience (UX)

I will create a user-friendly interface suitable for users of varying experience levels, from novice readers to advanced book enthusiasts.

Clear, intuitive navigation with prominent search functionality.

User-friendly filters and sorting options to help users find books efficiently.

5. User Needs

Thinking about what a user of my website would need, these are the five most important needs that I have thought of:

Browsing: Users need to easily browse through various book genres and categories.

Searching: A robust search feature is essential for finding specific books or authors.

Purchases: Online purchase process with multiple payment options.

Reviews: Access to book reviews and ratings.

Updates: Email newsletters and notifications for new book releases.

6. Information Architecture

The webstite's definition and organization would be something like this:

- Home: The first thing will be the homepage or 'home', as in almost all websites. Here, the following sections will be arranged:

    - Featured Books

    - New Releases

    - Blog Posts

- Browse: It also needs a browser that shows you various recommendations when you don't have a specific book in mind. In the browser, different categories would appear:

    - Categories

    - Genres

    - Authors

- Search: Similarly, it needs a text search for those users who are looking for a specific book.

- *Search Bar*

- *Filters* (e.g., genre, author, price)

- Book Details: Once a book has been selected, its following characteristics should be displayed on the screen:

- *Book Description*

- *Author Bio*

- *Reviews*

- *Related Books*

- Account: To finish, there should be an account section with all the user's data. That would be:

- *User Profile*

- *Order History*

- *Wishlist*

7. Content Strategy

Book Listings: Detailed listings with cover images, descriptions, author information, and pricing.

Author Profiles: Engaging author biographies with links to their books.

Reviews: User-generated reviews and ratings.

Blog Posts: Informative and engaging blog posts related to books, reading, and author interviews.

8. Usability Testing

Usability testing will be conducted in multiple phases during development and after launch. The methodology to follow include usability tests, user interviews, and heatmaps to track user interactions. I should do regular testing during development and quarterly assessments post-launch. The principal indicators of a good performance are success rate, time on page, conversion rate and user satisfaction surveys.

9. Accessibility Compliance

We are committed to complying with the Web Content Accessibility Guidelines (WCAG) 2.1 at AA level. That means that design considerations include alt text for images, keyboard navigation, and clear, legible text.

Conclusion

In designing our bookstore website, we have prioritized a user-centric approach, focusing on a pleasing aesthetic, usability, and accessibility. By understanding our user personas, addressing their needs, and adhering to best practices, we aim to create an attractive, functional, and inclusive online bookstore that caters to a diverse audience of book lovers. Our commitment to ongoing testing and improvement ensures that our website will provide an exceptional user experience and remain a go-to destination for readers and book enthusiasts.